

1. (Currently amended) A method of selecting advertisements for display on and/or adjacent to a plurality of self- service terminals comprising the steps of:

- (a) collecting environment data related to the environment of each terminal ~~such as its location and/or~~ including the nature of businesses nearby the terminal;
- (b) collecting transaction data ~~related to~~ indicating the type and time of transactions carried out at the terminal; and
- (c) storing the collected data in a data warehouse.

2. (Currently amended) A method according to claim 1, further comprising the step of:

- (d) collecting advertising data ~~related to~~ which describes the type and content of one or more advertisement displayed on ~~and/or~~ adjacent to the terminal at particular times.

3. (Original) A method according to claim 1, wherein the plurality of terminals are distributed across more than one deployer network.

4. (Original) A method according to claim 1, wherein the data is collected and stored in real time or near real time.

5. (Original) A method according to claim 2, further comprising the step of:

(e) querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

6. (Original) A method according to claim 5, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

7. (Original) A method according to claim 2, further comprising the steps of

(e) querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(f) selecting an advertisement for display which includes content related to that business activity.

8. (Original) A method according to claim 2, further comprising the steps of:

- (e) querying the data warehouse to calculate a statistical distribution of the frequency of different transactions occurring at a terminal; and
- (f) selecting an advertisement for display at the terminal dependent on the statistical distribution.

9. (Currently amended) A method of selecting advertisements for display on and/or adjacent to a plurality of self-service terminals comprising the steps of:

- (a) collecting environment data related to the environment of each terminal ~~such as its location and/or~~ including the nature of businesses nearby the terminal;
- (b) collecting advertising data related to the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times; and
- (c) storing the collected data in a data warehouse.

10. (Original) A method according to claim 9, wherein the plurality of terminals are distributed across more than one deployer network.

11. (Original) A method according to claim 9, wherein the data is collected and stored in real time or near real time.

09/966,026
Art Unit 3622
Docket no. 9380

12. (Original) A method according to claim 9, further comprising the step of:

(d) querying the data warehouse to determine the relationship between the effectiveness of an advertisement and the terminal on or adjacent which it is displayed.

13. (Original) A method according to claim 12, wherein the effectiveness of an advertisement is measured by determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

14. (Original) A method according to claim 9, further comprising the steps of

(d) querying the data warehouse to determine which terminals are located on sites at which a selected business activity is carried out; and

(e) selecting an advertisement for display which includes content related to that business activity.

15. (Original) A method according to claim 9, further comprising the steps of:

(d) querying the data warehouse to calculate a

statistical distribution of the frequency of different transactions occurring at a terminal; and

(e) selecting an advertisement for display at the terminal dependent on the statistical distribution.

16. (Currently amended) A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data related to the environment of each terminal ~~such as~~ including its location ~~and/or~~ and the nature of a business nearby the terminal;

means for holding transaction data ~~related to~~ indicating the type and time of transactions carried out at the terminal; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on and/or adjacent to one or more of the plurality of self-service terminals.

17. (Currently amended) A data warehouse according to claim 16, further comprising means for holding advertising data ~~related to~~ indicating the type and content of one or more advertisement displayed on and/or adjacent to the terminal at particular times.

18. (Original) A data warehouse according to claim 17, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

19. (Original) A data warehouse according to claim 16, further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

20. (Original) A data warehouse according to claim 17, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

21. (Currently amended) A data warehouse according to claim 16, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period

09/966,026
Art Unit 3622
Docket no. 9380

of ~~an~~ a public event ~~such as~~ or a sporting event.

22. (Currently amended) A data warehouse operable to receive data from a network of self-service terminals comprising:

means for holding environment data ~~related to~~ which describes the environment of each terminal ~~such as~~ including data indicating its location ~~and/or~~ or the nature of a business nearby the terminal;

means for holding advertising data related to the type and content of one or more advertisement displayed on ~~and/or adjacent to~~ the terminal or adjacent the terminal at particular times; and

the data warehouse being operable to provide information in real time or near real time for selecting advertisements for display on ~~and/or~~ or adjacent to one or more of the plurality of self-service terminals.

23. (Original) A data warehouse according to claim 22, further comprising means for determining how often the display of an advertisement on or adjacent a terminal is substantially coincident with a transaction which is related to the advertising content, being initiated by a user at that terminal.

24. (Original) A data warehouse according to claim 22,

09/966,026
Art Unit 3622
Docket no. 9380

further comprising means for determining which terminals are located on or within a predetermined distance of sites at which a selected business activity is carried out.

25. (Original) A data warehouse according to claim 22, further comprising means for calculating a statistical distribution of the frequency of different transactions occurring at a terminal and selecting an advertisement for display at the terminal dependent on the statistical distribution.

26. (Currently amended) A data warehouse according to claim 22, further comprising means for determining which transactions occur at one or more terminal within a predetermined time period of ~~an~~ a public event ~~such as~~ or a sporting event.

27. (Original) A self-service terminal comprising:
display means for displaying advertising material;
network connection means for coupling the terminal to a self-service network;
means for receiving commands from the network which determine what advertising content is to be displayed on the display means and at what time; and
means for sending information to the network which identifies which transactions are occurring at the

terminal and at what time they occur.

28. (Original) A self-service terminal according to claim 27, further comprising means for sending information to the network which explicitly identifies what advertising material was displayed on the display means during a transaction at the terminal.

29. (Currently amended) A method of analyzing a self-service network comprising the steps of:

- (a) holding in a database data ~~related to~~ describing transactions performed by a terminal in the network and advertising content displayed on ~~and/or~~ or adjacent the terminal substantially at the time of the transaction;
- (b) gathering terminal data from terminals in the network which ~~is related to~~ describes transactions performed by each terminal in the network and respective advertising content displayed on ~~and/or~~ or adjacent each terminal;
- (c) entering the terminal data into the database; and
- (d) analyzing the terminal network by querying the data in the database.